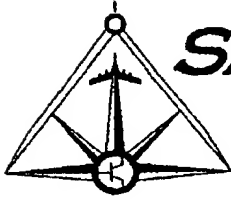


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In the United States Patent and Trademark Office

In re application of: Eyal Bartfeld	
For: Method and Apparatus for Selecting and Displaying Multi-Media Messages	
Serial No. ~confirm: 09/484,730 ~ 1034	Group: 2611
Filed on: Jan 18, 2000	Examiner: Rueben Brown
Correspondence Date June 27, 2005	Docket: 2000-001

Amendment and Response

 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir,

This amendment is in response to the final office action mailed to applicant on Dec. 29, 2005, for which a response was filed on February 28, and an advisory action was mailed to applicant on May 6, 2005. This amendment is filed with a request for continued examination.

The amendment is submitted together with a petition for extension of time for a period of two months, under 37 CFR§1.136. As the advisory action was not mailed to applicant before the end of the three month shortened statutory period, the extension fee is calculated from the date the advisory action was mailed. The commissioner is requested and authorized to charge any additional fees due, regarding this submission, and credit any overpayments, to my Deposit Account No. 501-392.

Please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 11 of this paper.

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